



Figure 2: Historical Setting for the Arts in Chula Vista

Source: Exhibit by the Chula Vista Heritage Museum



REGIONAL SETTING

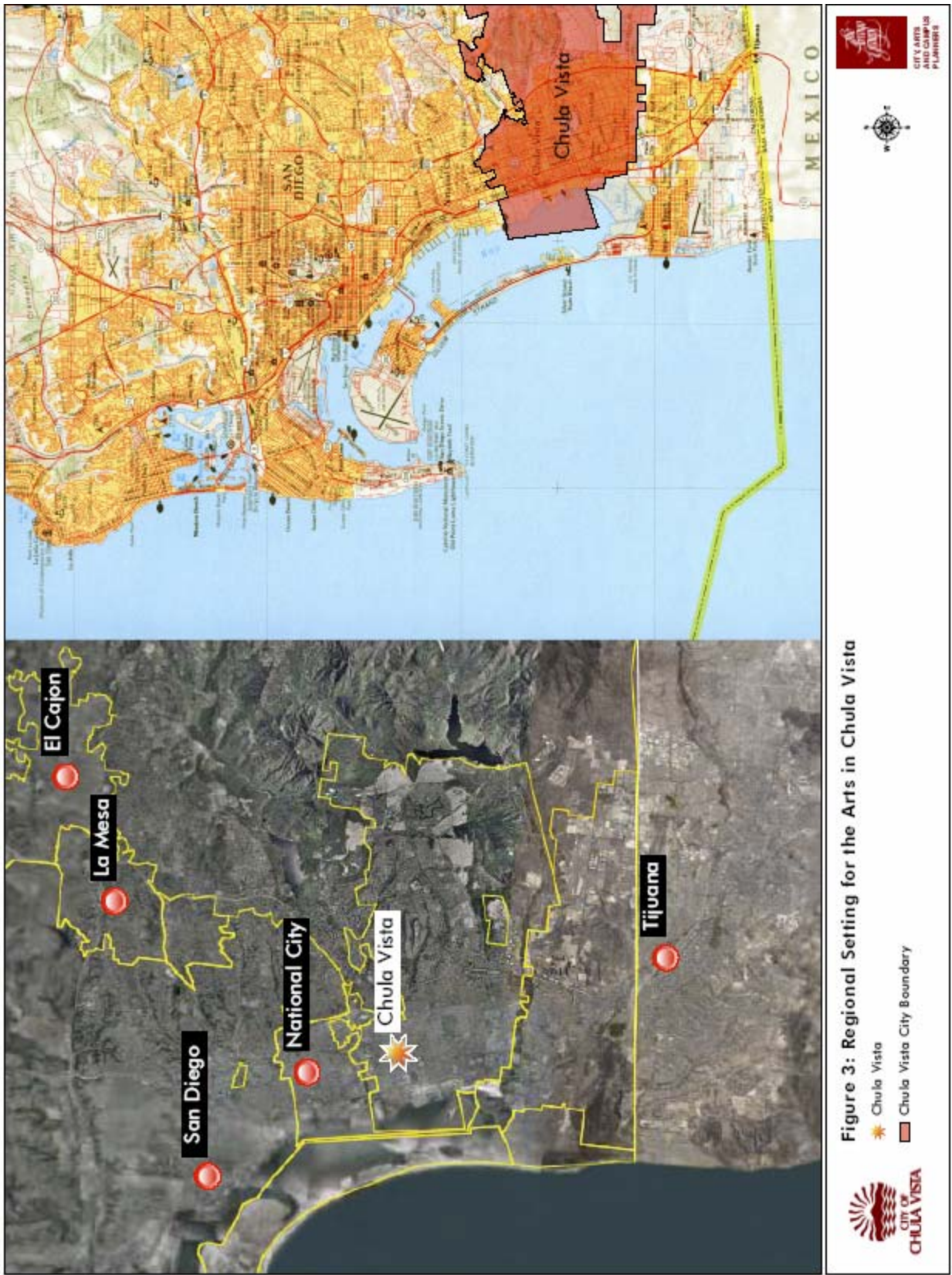
Chula Vista is located between the major metropolitan area of San Diego, which is contiguous with the City, and Mexico whose border is located only seven miles to the south. The connections between Chula Vista and Mexico have been strengthened in modern times by the construction of the Interstate 5 freeway and the San Diego Metropolitan Transit System Trolley Blue Line.

The City of San Diego provides residents of Chula Vista with artistic and cultural opportunities that are not available in Chula Vista. Major San Diego arts venues, such as the San Diego Opera and The Globe Theatre, can continue to support the vitality of the arts in Chula Vista's growing community.

Tijuana is the major entrance point into Mexico from Southern California, as well as the gateway into the beautiful Baja Peninsula. The movement of people and ideas between Baja California and the South Bay creates an opportunity for cultural exchange and understanding, new partnerships, and heightened cultural awareness.

Chula Vista's geographic location between the San Diego metropolitan area and the Baja Peninsula provides opportunities for exciting new partnerships and continuing existing collaborations for the visual and performing arts. Tijuana offers a variety of artistic and cultural opportunities. For example, Tijuana has a conservatory of music, dance and art schools and the Tijuana Cultural Center (CECUT) hosts the Orchestra of Baja California, the Center for Scenic Arts and the Hispanic-American Center for Guitar. The Baja California Cultural Institute (ICBC), promotes arts and cultural groups and events, and has gallery spaces in a variety of locations, including Tijuana, Mexicali, and Ensenada.

Figure 3 – Regional Setting for the Arts in Chula Vista – illustrates the proximity of Chula Vista to San Diego and Baja California and the freeway connections to both areas. The San Diego to Border Trolley Line generally follows the alignment of Interstate 5. Regional access to Chula Vista will soon be enhanced by completion of the SR-125 South Bay Expressway, which will enter the City near the proposed University Site. The accompanying satellite photo in Figure 3 illustrates the proximity of Chula Vista to San Diego and Baja California, and the location of the hills, which enhance the natural environment of Chula Vista.



DEVELOPMENTAL SETTING

Chula Vista is currently in the advanced planning stages of major new development and revitalization projects, which will dramatically change the character of Chula Vista in a positive manner.

The **Downtown Urban Core** will experience a combination of new development and revitalization through changes in land use and public improvements. The resident population of Downtown Chula Vista will increase dramatically as projects are approved and constructed in the near future.

The **Bayfront** project will bring new retail, residential, hotel and convention/meeting space to the Bayfront and connect it to the Downtown Urban Core.

The continuing development of the **Southeast Portion of Otay Ranch** will add thousands of new residents to Chula Vista who will live in village environments. Within the Southeast Portion of Otay Ranch, the site for a **University Site** has been set aside and is currently being planned for a new complex of educational institutions. This new multi-university/ college complex will dramatically enhance the educational and cultural environment of Chula Vista and can strengthen Chula Vista's educational, cultural and artistic connections with Mexico.

Redevelopment of the City's older **Southwestern and Northwestern areas** will result in additional parks, public gathering places, more pedestrian friendly neighborhoods, increased housing density, and improved public amenities. These redevelopment projects will provide numerous opportunities for the City to incorporate artists in the planning and execution of revitalization efforts, thus assuring that the projects successfully reflect the City's rich cultural heritage.

The opportunity exists to integrate facilities and programs for the visual and performing arts into each of these major development projects. This integration of the arts with development and revitalization is one of the greatest opportunities to make the arts a greater part of life in Chula Vista.



Figure 4 – Developmental Setting for the Arts in Chula Vista—illustrates the scope of these projects.

